

Listing of Claims:

1-41. (cancelled).

42. (currently amended) A method for modifying enhanced programming for an interactive television system, the method comprising:

intercepting a first trigger at a cable operator facility, the first trigger being embedded in a television broadcast and comprising a first link and a prompt, the prompt calling for single action for displaying information associated with the first link;

creating a second trigger by ~~appending~~ adding a second link ~~to the first link to~~ the first trigger and changing the prompt associated with the first trigger to call for least two alternative actions including a first action for displaying information associated with the first link and a second action for displaying information associated with the second link; and

replacing the first trigger with the second trigger within the television broadcast.

43-44 (cancelled).

45. (new) The method of claim 42, wherein the first link relates to enhanced content for a first geographic location and wherein the second link relates to enhanced content for a second geographic location.

46. (new) The method of claim 42, wherein the first link relates to content of national interest and the second link relates content of local interest.

47. (new) The method of claim 42, wherein the first link facilitates a purchase from a first vendor and wherein the second link facilitates a purchase from a second vendor.

48. (new) The method of claim 42, wherein the first and second links comprise uniform resource locators (URLs), such that a second trigger contains two distinct URLs.